

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES
January 15, 2008
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Shake Bakalyan, Wells Fargo Bank
Susan Durante, Los Angeles Film School
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Richard Inouye, Tribune
Darcy Judd, Robertson Properties Group
Father Michael Mandala, Blessed Sacrament Church
Fred Rosenthal, Ametron

Absent

George Abou-Daoud, Bowery Street Enterprises
Craig Donahue, The Donahue Group
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting
Bill Farrar, Andrews International
Steve Seyler, Andrews International
Joe Salazar, Andrews International

Guests

Cara Mullio, Root Development
Neil O'Connor, Root Development

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:06 P.M.

2. Public Comment

There was no public comment

3. Approval of Board Minutes

It was moved by Duke Gallagher, seconded by Richard Inouye and
**CARRIED to approve the minutes from the November 13, 2007 board meeting.
Unanimously approved.**

It was moved by Duke Gallagher, seconded by Shake Bakalyan and
**CARRIED to approve the minutes from the December 11, 2007 board meeting.
Unanimously approved.**

4. Guest Presentation

Cara Mullio and Neil O'Connor from Root Development shared with the board their Urban Outfitter design plan for the alley and space at 1520-1542 Cahuenga Blvd., in the Sunset and Vine BID. Currently the development is in the process of obtaining their Conditional Use Permit from the City. Root Development is hoping to have the project completed by October 2008. The project will feature a restaurant component, boutique shops, in addition to an Urban Outfitters store. The project will also utilize the alley to provide a walkable thoroughfare for pedestrians with outdoor dining for visitors to enjoy.

5. Treasurer's Report

- A. Review Approve Year End Financial Statements for 2007: Duke Gallagher reviewed with the board the financial statements dated December 31, 2007. Gallagher informed the board that the CHC finished the year with \$330,334.51 in the bank and the funds are rolled over into the new budget year.

It was moved by Darcy Judd, seconded by Susan Durante and CARRIED to approve the Year End Financial Statements for 2007. Unanimously approved.

- B. Budget Revision for 2008: There are two issues related to the 2008 budget that were presented by Gallagher. First, he notified the board that he would have to pay the BID's insurance before invoicing the city for the BID's assessment dollars for 2008. That being the case Gallagher had noticed that the liability umbrella rate was incorrect, and since has had it corrected by the insurance carrier for the 2008 year. The amount for insurance would now be \$13,602 for the year which is still under the BID's budgeted amount of \$15,000.

The second issue relates to the management contract with the HPOA. Gallagher reported that when Morrison prepared the 2008 budget for the

HPOA Board, which incorporated anticipated staff and office expenses for the coming year, it amounted to \$132,854. This created a negative anticipated variance of approximately \$6,000, as the recently approved CHC budget called for a monthly payment of \$10,500 (\$126,000 per year). Gallagher recommended that the budget be increased \$500 per month to \$11,000.

It was moved by Ryan Harter, seconded by Carol Massie and CARRIED to approve the Revision to the 2008 Budget. Unanimously approved.

6. Committee and Program Reports

A. Streetscape Committee

1. Report from Joint SVBID/HED Meeting Held 1/11/2008: Sarah MacPherson reported to the board that this month's combined Streetscape Committee meeting was a productive meeting for both groups. The two committees were able to meet with City and Council Office representatives to discuss a potential street furniture plan for the two BIDs. The committee will be conducting a walk through of both BIDs on February 1, 2008 to look at potential locations in the BID for furniture placement. MacPherson invited board members who were interested to participate.

B. Security Committee

1. Year End Report from Andrews International: Steve Seyler presented to the board the 2007 Year End Report for Andrews International. Seyler informed the board that the Andrews' officers have done a great job this past year in the Sunset and Vine BID making contacts with business and property owners while at the same time patrolling and continuing to keep the area safe. Seyler also informed the board that the Andrews staff have been attending LAPD meetings and reaching out to the homeless community with the help of PATH, Blessed Sacrament and other agencies in the community. Seyler also introduced to the board the Assistant Director of BID Security Joe Salazar. Degraeve thanked Steve Seyler, Joe Salazar and Andrews International for the great work they have performed in the BID over the past year.
2. Review/Approve Andrews International Change Order: Kerry Morrison informed the board of the Andrews International proposed change order, which would allow Andrews a wider scope of coverage between the two BIDs. The change order, which would combine the two BIDs Security Budgets, would still give each BID the regular allotted amount of patrol teams in addition to access to a morning car that would patrol the SVBID six days a week. Services between the two BIDs would be billed as 64% to the HPOA and 36% to the CHC, based upon the proportion of the two security budgets for 2008.

Gallagher informed the board that the change order is reflected in the 2008 budget. Morrison notified the board that if the change order is signed it would bring the CHC's security expense for Andrews International to a total of \$701,045 for the 2008 year.

It was moved by Duke Gallagher, seconded by Brad Folb and CARRIED to approve the change order to the Andrews International 2008 Contract for a total cost of \$701,045. Unanimously approved.

3. Security Committee: Morrison suggested that the board may want to add additional persons to the Security Committee as currently there are only three members; Darcy Judd, Fred Rosenthal and Richard Inouye. Degraeve suggests appointing George Abou-Daoud and one of the new potential board members to the committee after the nominating committee's slate is approved.
4. Progress Report on Surveillance Camera: Joe Mariani updated the board on the progress of the potential installation of the surveillance camera at the intersection of Sunset and Vine. Mariani informed the board that on January 17, 2008 he would be meeting with the property owner's representative, the Bank of America Branch Manager and Metro Video to discuss obtaining permission to install the camera and answer any questions the owner or bank manager may have about the process. Mariani noted that he would update the board on the meeting and progress at their February Board Meeting.

C. Marketing and Communications

1. General Update: Katie Zandona reported to the board that the Sunset & Vine website should be ready by March of 2008. In addition to this, Sunset & Vine BID pole banners are expected to be installed throughout the district before the Board's February Board Meeting. Zandona also informed the board that she had recently attended a meeting for Fashion Week at the Mayor's Office with Board Member Craig Donahue. The meeting was a great opportunity to discuss with some of the Mayor's staff the possibility of Fashion Week being hosted in Hollywood in the future. Zandona also reminded the board to email her their bios and photos for the website.

D. Nominating Committee

1. General Update on Committee Activities: Father Michael Mandala updated the board on the Nominating Committee's slate status. Currently Father Mandala informed the board that there are two openings on the board as Steve Auer and Nick Salamone have resigned. The nominating committee received four applications for the board and will be interviewing all four potential candidates on

Tuesday, January 29, 2008 at 4:30 P.M. at the Wells Fargo Bank at Sunset and Vine. Board members interested in attending are welcome.

2. Amend Policy Guidelines for Selection of Slate of Nominees: Don Duckworth distributed to the board the Central Hollywood Coalition Board Policy Statement Selection of Board Members (Adopted November 13, 2007, Proposed for Amendment January 15, 1008). Duckworth reviewed with the board the proposed change to item #2 under the Procedure section. The proposed changes would allow the board to appoint a Nominating Committee consisting of at least three members of the CHC Board of Directors.

It was moved by Carol Massie, seconded by Duke Gallagher and CARRIED to approve the proposed changes to item #2 allowing a minimum of three CHC Board Members to be members of the Nominating Committee. Unanimously Approved.

7. Report from Kerry Morrison

A. Le Conte Middle School Career Day: Morrison informed the board that she had recently met with Maria Elena Rico, the new Principal from Helen Bernstein High School at Van Ness and Sunset. Morrison was asked by Mrs. Rico if she would be willing to ask potential business representatives in the area to either donate funding or their time to a career day at Le Conte Middle School on February 23, 2008 from 9:00 A.M. – 11:00 A.M. Several Board members volunteered their time for the event, and Bakalyan indicated that Wells Fargo may be able to provide refreshments. Morrison said she would email further information to the board and to look for more information in the Sunset and Vine newsletter which would be distributed the last week of January 2008.

8. Consultant's Report

No Report

9. Next Meeting

The next meeting is scheduled for Tuesday February 12, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Hollywood, CA. 90028).

10. Adjournment

The meeting was adjourned by Board President Dirk Degraeve at 5:58 P.M.